



Letter No. 3643  
Friday, November 18, 2011  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3643

Friday, November 18, 2011

**(November 17)**

### **HOUSE PASSES FY 2012 AGRICULTURAL APPROPRIATIONS BILL**

There was very little real back and forth debate Thursday when the House took up the Agriculture Department Appropriations bill.

For Radio Story: [House Passes FY 2012 Agricultural Appropriations Bill](#)

### **TURKEY PRODUCERS HAVING A SOMEWHAT BETTER YEAR**

The nation's turkey producers have at least a few things to be thankful for this season.

For Radio Story: [Turkey Producers Having A Somewhat Better Year](#)

### **THAT THANKSGIVING TURKEY COULD COST MORE THIS YEAR**

We may need to budget a little more for that Thanksgiving turkey this year.

For Radio Story: [That Thanksgiving Turkey Could Cost More This Year](#)

### **THE RULES ON PREPARING TURDUCKEN FOR THANKSGIVING**

Many have heard about turducken, a culinary creation of turkey, duck, and chicken, but may not know how to properly prepare this dish. A new Thanksgiving meal item made popular in pro football broadcasts is not so new after all.

For Radio Story: [How To Prepare Turducken](#)  
[Some Turducken Facts Going Into Thanksgiving](#)

**(November 16)**

**AGRICULTURE SECRETARY VILSACK IN ASIA PACIFIC REGION, ANNOUNCES INVESTMENTS IN INTERNATIONAL MARKET DEVELOPMENT TO HELP SUSTAIN DEMAND FOR AMERICAN AGRICULTURE**

Agriculture Secretary Tom Vilsack announced that the U.S. Department of Agriculture (USDA) is investing in approximately 70 U.S. agricultural organizations to help expand commercial export markets for their goods. Vilsack made the announcement during a conference call with reporters from Vietnam, where he is meeting with officials to help strengthen trade relations in the Asia Pacific region.

"Under the Obama Administration, USDA has continued to expand markets for American goods abroad, worked aggressively to break down barriers to trade, and assisted U.S. businesses with the resources needed to reach consumers around the world," said Vilsack. "The funding announced today will ensure that U.S. agriculture remains a bright spot in America's economy and a driving force behind export growth, job creation, and our nation's competitiveness."

USDA's Foreign Agricultural Service (FAS) allocated \$213 million for export promotion activities through two USDA international market development programs: the Foreign Market Development Program (FMD) and the Market Access Program (MAP). USDA's international market development programs have had a significant and positive impact on U.S. agricultural exports. An independent study released in 2010 found that for every \$1 expended by government and industry on market development, U.S. food and agricultural exports increase by \$35.

Currently, the American brand of agriculture is surging in popularity worldwide. Farm exports in fiscal year 2011 reached a record high of \$137.4 billion—exceeding past highs by \$22.5 billion—and supported 1.15 million jobs here at home. The agricultural trade surplus stands at a record \$42.9 billion. USDA also forecasts that new trade agreements with South Korea, Colombia and Panama will add an additional \$2.3 billion to the farm economy and support about 20,000 American jobs.

Under FMD, FAS will allocate a total of \$29.7 million to 24 trade organizations that represent U.S. agricultural producers. The organizations, which must contribute a minimum 50 percent cost share toward the program, will conduct activities that help maintain or increase demand for U.S. agricultural commodities overseas. Under MAP, FAS will provide \$183 million to 67 nonprofit organizations and cooperatives. MAP participants must contribute a minimum 10 percent match for generic marketing and promotion activities and a dollar-for-dollar match for promotion of branded products by small businesses and cooperatives.

Contact: Office of Communications (202) 720-4623

For More Story Info: [Latest USDA News Releases](#)

For Radio Story: [Vilsack Says Talks In Vietnam Were "Fruitful"](#)  
[Vilsack Announces Investments In Export Market Development](#)

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**U.S./KOREA FTA STILL FACING HURDLES  
IN KOREAN PARLIAMENT**

Agriculture Secretary Tom Vilsack says he can't predict the fate of the Korean Free Trade Agreement in the South Korean legislature, but he says sooner or later there will be some kind of free trade arrangement between the two nations.

For Radio Story: [U.S./Korea FTA Still Facing Hurdles In Korean Parliament](#)

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## **VILSACK "DISAPPOINTED" IN SPENDING BILL LIMITS ON NEW GIPSA RULES**

Agriculture Secretary Tom Vilsack says he'll keep fighting for fairness in livestock markets, even if the proposed spending bill halts many of the USDA's proposals.

For Radio Story: [Vilsack "Disappointed" In Spending Bill Limits On New GIPSA Rules](#)

**(November 15)**

## **THE POTENTIAL OF VIETNAM AS AN AG TRADE PARTNER**

One commodity group notes how important Vietnam could become as a market for their goods.

For Radio Story: [The Potential Of Vietnam As An Ag Trade Partner](#)

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## **A NEW MEMBER FOR TRANSPACIFIC PARTNERSHIP?**

There are reports that Japan may be interested in joining the U.S. and others in a multi-nation group attempting to craft a multi-lateral trade agreement.

For Radio Story: [A New Member For TransPacific Partnership?](#)

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## **MORE PROGRESS IN CURBING IMPROPER GOVERNMENT PAYMENTS**

The government admits it makes billions of dollars of improper payments each year, but efforts to reduce those errors are beginning to bear fruit.

For Radio Story: [More Progress In Curbing Improper Government Payments](#)

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## **AVOIDING THANKSGIVING MEAL PREPARATION STRESS**

Doing as much preparation before Thanksgiving Day for that holiday meal will help prevent being overwhelmed with lots to do the day of.

For Radio Story: [Work Ahead To Avoid Thanksgiving Meal Preparation Stress](#)

**(November 14)**

## **FUNDING TO EXPAND AND IMPROVE BROADBAND SERVICES IN RURAL AREAS**

Agriculture Secretary Tom Vilsack announced funding for telephone utilities to build, expand and improve broadband in their rural service territories across 15 states. The announcement was made on the

Secretary's behalf by USDA Rural Utilities Service Deputy Administrator Jessica Zufolo during an address at the annual meeting of the National Association of Regulatory Utility Commissioners in St. Louis, Missouri.

The funding will provide residents of these rural communities with high speed internet connections to improve healthcare and educational opportunities and connect to global markets said Vilsack. "In addition to providing much needed services to rural businesses and residents, these investments will increase jobs, not just in the near term, but through expanded opportunities in rural areas."

For example, in Minnesota, Rural Development Broadband Loan Program funds will be used to extend Paul Bunyan Rural Telephone Cooperative's existing Fiber-To-The-Home (FTTH) network to serve rural communities in North Central Minnesota. This project will offer advanced telecommunications services to over 45,710 households and businesses. Paul Bunyan has been operating since 1952 and has been a telecommunications borrower with the Rural Utilities Service since 1953.

In North Dakota, Rural Development funds will be used to expand Polar Communications Mutual Aid Corporation's Fiber-to-the-Premises (FTTP) broadband system throughout eighteen exchanges. The upgraded system will help meet current and future requirements for delivery of voice, video and high speed data to subscribers. Upon completion of this RUS-funded project, all of Polar's subscribers will be served with broadband via various technologies.

In Indiana, Perry-Spencer Rural Telephone Cooperative Inc., (PSC) provides telecommunications services to 5,711 subscribers over approximately 1,148 square miles. This loan will enable PSC to start the process of designing and building FTTP broadband services across its service area. This investment in broadband technology creates the potential for increased business growth, while providing improved telecommunications, entertainment services, educational services, healthcare, and public safety to rural communities in Indiana. For a list of awardees that will receive \$410.7 million in funding go to [Latest USDA News Releases](#).

Contact: Office of Communications (202) 720-4623

For More Story Info: [Latest USDA News Releases](#)

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## **AG SEC VILSACK GOES TO VIETNAM**

A stronger relationship and more trade are two goals Agriculture Secretary Tom Vilsack hopes will be the result of his visit to Vietnam this week.

For Radio Story: [Vilsack In Vietnam This Week](#)

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## **GROWERS SAY "WHAT A RELIEF" NEW MONITORING SYSTEM IS**

An inexpensive sulfur monitoring system for grape and wine producers features an ingredient found in a popular heartburn remedy. Wayne Wilcox of Cornell University Extension explains how researchers found an inexpensive and user friendly way for wine and grape growers to monitor sulfur content. Wilcox of Cornell University Extension explains the use of elemental sulfur in the wine industry and what happens as a result.

For Radio Story: [Growers Say "What A Relief" New Monitoring System Is](#)

[ACTUALITY: On Alka Seltzer And Sulfur Monitoring](#)

[ACTUALITY: On Sulfur And The Wine Industry](#)

For more agriculture news visit [www.USDA.gov](http://www.USDA.gov) and click Newsroom on the toolbar.



### [The Latest USDA Blog Posts](#)

Students Fuel Up to Play 60 in San Antonio **(FNS)**  
Secretary's Column  
USDA-endorsed trade shows help a Seattle cracker company thrive internationally **(FAS)**  
USDA Participates in DC Food Day **(CFBNP)**  
Soybean Football Turf **(AMS)**  
USDA Participates in DC Food Day **(CFBNP)**  
World Vet Year **(APHIS)**  
Soybean Football Turf **(AMS)**  
Enjoy the Holidays: Preparing Healthy and Safe Meals! Special holiday series – Blog 2 of 5 **(FNS/FSIS)**  
Key Partnerships Help Fewer Kids Go Hungry in Arkansas **(FNS)**  
Poultry Classifications Get a 21<sup>st</sup> Century Upgrade **(FSIS)**  
Key Partnerships Help Fewer Kids Go Hungry in Arkansas **(FNS)**  
National Organic Program Reexamines Strategies **(AMS)**  
Enjoy the Holidays: Preparing Healthy and Safe Meals **(FNS/FSIS)**  
An Old Adversary Becomes a New Friend **(FS)**  
Anaerobic Digesters Are the Sweet Smell of Success **(NRCS)**  
Science Tuesday: New Natural Inquirer World's Forest Edition **(REE)**  
Students Fuel Up to Play 60 in San Antonio **(FNS)**  
Southern Pine Beetle: One Million Acres Protected, One Acre at a Time **(FS)**  
Anaerobic Digesters Are the Sweet Smell of Success **(NRCS)**  
Soybean Football Turf **(AMS)**  
A Vital Link between the Past and Future of Agriculture **(AMS)**  
Federal Nutrition Assistance Helps Food Banks Keep Up With Demand **(FNS)**

## FROM OUR RADIO SERVICE

*(Feature Line-Up Subject To Change Prior to Update On November 22)*

**AGRICULTURE USA CD # 47.11** – Three young women take the science world by storm taking top honors in this year's Google Science Fair contest. In this edition of Agriculture USA, Susan Carter chats with them about their winning projects.

**CONSUMER TIME CD # 47.11** – The 2011 Holiday Shopping Season Could Be The Year Of The Bargain, Plan Ahead For Holiday Shopping And Spending, Online Coupons Stretch Holiday Time Budgets, Topping Off A Healthy Salad, Keeping Hungry Wildlife From Wintering Plants.

**AG UPDATE CD # 47.11** – The Secret Weapon In Building US Export Opportunities. Potential FTA Impacts On Export Commodities. Livestock Producers Feeling The Squeeze. Broadening The Horizons Of Conservation Innovation Grants. Road Maintenance And Reducing Invasive Plant Spread.

**UPCOMING ON THE USDA RADIO NEWSLINE** – November 22 – Crop Weather (WAOB). November 24 NO NEWSLINE (Thanksgiving). November 28 – Crop Progress Report (NASS). **These are USDA**

reports we know about in advance. The USDA Radio Newsline carries many stories every day that are not listed in this lineup.

**USDA Radio Newsline, 202-720-6776, 5:00pm ET**

Or go to [www.usda.gov](http://www.usda.gov), click on Newsroom at top of the page, scroll down on right side of page until you see Radio and TV. Then click on Daily Radio News Service or Weekly Radio Feature Service.

For questions about USDA Radio's Features, fax name, station, and address to 202-690-2165.

## **FROM OUR TELEVISION SERVICE**

### **Restoring Longleaf Pines**

**A new TV feature is available on the USDA FTP site. The new feature can also be seen on USDA's YouTube channel and downloaded as a video podcast.**

**FTP Download instructions:**

The host: <ftp://ocbmtcmedia.download.akamai.com>

User name: usdanews

Password: Newscontent1

Filename: Virginia LLPI

The new file is in QuickTime Movie (H.264), MPEG 4, MPEG2 and HDV

**YouTube:** [USDA on YouTube: Restoring Longleaf Pines](#)

**Video Podcast:** [USDA Video Podcast: Restoring Longleaf Pines](#)

**RSS Feed:** [USDA RSS Feed: Restoring Longleaf Pines](#)

Please email [bob.ellison@usda.gov](mailto:bob.ellison@usda.gov) if you have problems or suggestions.

Also, use this free ftp client if you have problems.

<http://filezilla-project.org/download.php?type+client>

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***Broadcasters if you have any humanitarian or community service events  
you'd like to share please forward to [susan.carter@oc.usda.gov](mailto:susan.carter@oc.usda.gov).***

***We love to hear about what you're doing and  
share it with others in the farm broadcaster family.***

From all of us to all of you ... thank you for what you do



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